



Suggested tweet: #KidsAndCars names 1st Junior Advocate, Alex Jacky, 8, to help prevent child #heatstroke deaths in cars www.KidsAndCars.org

News Release

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KidsAndCars.org

7532 Wyoming St., Kansas City, Mo. 64114

Office: [816-216-7085](tel:816-216-7085), www.KidsAndCars.org

Contacts:

Janette Fennell, founder and president, [484-278-4641](tel:484-278-4641), cell [415-336-9279](tel:415-336-9279) or Janette@KidsAndCars.org

Amber Rollins, director, [816-216-7085](tel:816-216-7085) or [913-205-6973](tel:913-205-6973), Amber@KidsAndCars.org

Susan Auriemma, VP, [516-721-2664](tel:516-721-2664) or Susan@KidsAndCars.org



KidsAndCars.org welcomes Alex Jacky, 8, as first Junior Advocate

Sept. 29, 2014 – KidsAndCars.org announces second grader Alex Jacky of Windmere, Florida, as its first “Junior Advocate.” Alex, 8, is launching his bid to become a professional racecar driver by starting his career as a competitive kart racer. His debut race in the Rotax Max Challenge was Sept. 27 and his next race will be Oct. 11 at the Ocala Gran Prix in Ocala, Florida.

Alex and his father Eric Jacky chose to use the visibility of their Apollo Motorsports kart on the track and in the pits to raise awareness and educate others about the dangers children face in and around motor vehicles. After personally witnessing the scene where a child was left behind in a vehicle and died, Eric Jacky made a commitment to raise awareness and prevent future tragedies.

Alex’s kart has been newly outfitted with graphics bearing the KidsAndCars.org logo in order to draw attention to the cause. Additionally, Alex and his dad are appearing at speaking engagements, and sharing safety tips at local events and at the track to warn others about the dangers children face if left alone in vehicles.

Each year in the U.S. an average of 38 children die in hot cars. In Alex's home state of Florida, 72 children have died of vehicular heatstroke since 1992. To date in 2014, at least 27 children have died of heat stroke in vehicles nationwide, with two of those deaths taking place in Florida.

Safety tips from KidsAndCars.org that Alex and his team will be sharing include:

- Never leave a child alone in a car. Not even for a minute.
- Keep cars locked at all times and keep keys out reach of children.
- Leave an item like a briefcase, handbag or cell phone on the floorboard in the back seat so that you must open the back door when you arrive at your destination. This is known as the "Look Before You Lock" program.
- Have a system with your daycare provider so that if your child is not dropped off by a certain time and a phone call explaining their absence has not been received, the provider will call you to confirm the whereabouts of the child.

For further details about ways to keep children safe in and around vehicles, please visit www.KidsAndCars.org.

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About KidsAndCars.org: Founded in 1996, KidsAndCars.org is the only national nonprofit child safety organization dedicated solely to preventing injuries and deaths of children in and around vehicles. KidsAndCars.org promotes awareness among parents, caregivers and the general public about the dangers to children, including backover and frontover incidents, and heat stroke from being inadvertently left in a vehicle. The organization works to prevent tragedies through data collection, education and public awareness, policy change, product redesign and survivor advocacy.